



PRACTICE DIRECTION Medical Corporations and Clinic Names

Initial Approval: November 22, 2018

Effective Date: January 1, 2019

Practice Directions set out requirements related to specific aspects of the practice of medicine. Practice Directions are used to enhance, explain, or guide members with respect to the subject matter relevant to the practice of medicine. Practice Directions provide more detailed information than contained in *The Regulated Health Professions Act*, Regulations, Bylaws, and Standards of Practice issued by CPSM. All members must comply with Practice Directions, per s. 86 of *The Regulated Health Professions Act*.

This Practice Direction is made under the authority of s. 85 of the RHPA with specific reference to s. 58-75 of the RHPA and Part 11 of the CPSM General Regulation.

1. Initial application

- 1.1. Any member who intends to practise medicine as a medical corporation in Manitoba must hold an annual certificate of practice and must make written application to the Registrar for a certificate evidencing CPSM consents to the incorporation using the name proposed by the applicant.
- 1.2. Any member or members proposing to practise medicine as a medical corporation in Manitoba must submit to the Registrar:
 - 1.2.1. documents specified in s. 11.3 of the CPSM General Regulation;
 - 1.2.2. an electronic application for a permit to practise as a medical corporation;
 - 1.2.3. the prescribed fee for the application and for entry of the medical corporation on the record of medical corporations as set out in CPSM's Fee Bylaw; and
 - 1.2.4. the prescribed annual permit fee for a medical corporation as set out in CPSM's Fee Bylaw.

2. Change in Information

- 2.1. A medical corporation must inform the Registrar, in writing, of any change in the shareholders, directors, or officers of the medical corporation within 15 calendar days of such change.

3. Renewal of annual permit

- 3.1. No later than September 30th each year, the Registrar must notify each medical corporation holding a valid permit of the requirements to renew the permit electronically and to submit the annual renewal fee.
- 3.2. If a corporation does not renew its permit on or before October 31 in each year or if its permit is suspended or cancelled, the Registrar must promptly:
 - 3.2.1. reflect the change in status of the medical corporation in the record of medical corporations;
 - 3.2.2. notify the medical corporation, the Director of the Companies Branch and such other parties as the Registrar considers necessary, of the change in status of the medical corporation.

4. Facility, Clinic, and Business Names

- 4.1. The name of a medical corporation must comply with the provisions of the CPSM General Regulation s. 11.7.
- 4.2. No member or medical corporation may practice medicine under any name other than the name that is registered with CPSM, unless the Registrar has approved, in writing, the name under which the member or medical corporation intends to practice medicine. A member or medical corporation desiring to practice under the name of a clinic, facility or business name that is not registered with CPSM, must send a written request to the Registrar to approve the name the member or medical corporation wishes to practice under.

5. Consideration for Medical Practice Name Approval

- 5.1. When considering a request for approval to carry on the practice of medicine under a name other than the name of a licensed member or medical corporation registered with CPSM, the Registrar shall take into account the following:
 - 5.1.1. The proposed facility, clinic or business name must not imply expertise inconsistent with the qualifications of the licensed members practising at the facility.
 - 5.1.2. The proposed facility, clinic or business name must not mislead persons as to the nature of the facility, clinic or business by using terms intended to impress rather than inform.
 - 5.1.3. The proposed facility, clinic or business name must not so closely resemble the name of an existing approved facility, clinic, or business name so as to be, in the opinion of the Registrar, likely to create confusion.

6. Medical corporation restricted to practice in Manitoba

- 6.1. A permit to practice as a medical corporation only entitles a member to practice medicine as a medical corporation in Manitoba. It cannot be used for the practice of medicine in any other jurisdiction.